

HOW THE UK'S LARGEST OUTDOOR PLAY BRAND WAS RE-POSITIONED FOR GLOBAL FOCUS AND ACCELERATED GROWTH

The Situation: Plum Products UK was a 20 year old London-based manufacturer of Children's outdoor equipment ie; trampolines, climbing gyms, sandpits, children's furniture.

Plum also produced and marketed a broad range of garden furniture, barbeques and accessories under the Plum brand throughout the UK and Europe.

The company had ambitious expansion plans to become a leading global player, however management was unsure on how to best manage and achieve this objective and made a management decision to enlist the assistance of an external strategy and brand management company to help define the way forward.

BrandQuest, Sydney was appointed in 2011 to lead this strategic program.

The Process: Working with the Plum management team at their DC near Woking, London, BrandQuest developed a brand marketing strategy that would focus the business on the product development and wholesaling of the outdoor children's product category (with trampolines as the forefront), to position the company for substantial global growth as 'The Active Play Specialists' – at the expense of their other product categories

The BrandQuest Strategy Program defined the global market, segmented the market into prioritized buyer targets, developed a Brand Canvas™ and Brand Essence then further developed a 'stage-gate' process to move the company out of its diversified product offering to develop, manufacture and market children's 'active play' equipment.

The hypothesis and evidence supporting the strategy was that globally, parents wanted to encourage their children to 'come out from behind their screens' to be

more actively involved in tactile, physical and learning activities.

BrandQuest was challenged to create a refreshed brand identity, new packaging, Brand Guidelines and a brand communications plan that would be the catalyst for the global roll-out of the new, focused Plum Products brand.

Subsequently a further brand planning workshop was convened in the UK to prepare and agree timings and executions for roll-out of the Brand for presentation and sell-in to all major global retailers at the critical European and Asian Retail Fairs.

The brand and new packaging was first released to the acclaims of leading UK and European retailers at these major Toy Fairs. A raft of communication pieces reflecting the Plum 'brand story' was introduced across all customer touch-points to reinforce Plum's entry into the 'Active Play' category.

As a precursor to the trade and retail launch BrandQuest helped plan and drive the important internal staff launch that moved the Chairman to comment that it was "My proudest day in the history of the Company".

BrandQuest also chaired a weekly International online marketing committee meeting with management from UK, Hong Kong and Australia.

The Results: 4 years after implementing the BrandQuest Brand Strategy, the Plum Products brand has moved successfully into new global markets and is a recognized consumer brand valued (not discounted) by retailers.

The Brand Strategy has provided the impetus for renewed and highly innovative Product Development that sees Plum Products at the leading edge of children's active play category in over 57 countries.

Within 4 years, a re-focused Plum Products had achieved outstanding global growth:

GLOBAL REVENUES
+ 30%
AUSTRALIAN MARKET
+50%



“BrandQuest really understood what needed to be done in our business and I realised what they were recommending made perfect sense. Our strategy has changed. Our branding has changed. Our packaging has changed and, our culture has changed...all for the better. I totally recommend BrandQuest.”

Jonathan Shaffer, Chair Plum Products

Case Referee:

Jonathan Shaffer,
Chair
Plum Products UK, Europe,
Asia, Australia

AUST: Ph 02 8294 1433

BrandQuest Engagement process: ▶ Appointment ▶ Brand Alignment Questionnaire to staff ▶ Brand Strategy Workshop ▶ Strategy Presentation ▶ Strategy Finalisation ▶ Implementation

BrandQuest, founded in 2007, is a Sydney based strategy and brand management consultancy that intrinsically believes great brands are born of the founders, staff and the cumulative knowledge a Company possesses and not the result of an outsourced creative endeavour. Clients work with us because they seek: Increased brand and business value, management alignment, clarity and direction delivered with authentic and fearless advice.

